



Sustainable Consumer Behavior: Emotion, Cognition, Psychology, and Attitudes

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Message from the Guest Editor

This Special Issue calls for the latest and most insightful research to understand sustainable consumer behaviors that move toward a more sustainable consumption future. I expect both empirical and theoretical studies which address the issues related to sustainable consumer behavior.

The following is an indicative list of a number of topics in relation to sustainable consumer behavior that would be appropriate for the Special Issue, though I welcome broad topics related to sustainable consumption and consumer behavior:

Sustainable consumer behavior;

Ethical consumer behavior;

Green consumer behavior;

Emotion, cognition, psychology related to sustainable consumption behavior;

Sustainable beliefs, values, and attitudes;

Sustainable awareness and concerns;

Sustainable marketing.





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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer-reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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